



Selling Cars.

From the warehouse to the carlot. Matt Williams will be starting a new career in automotive sales in Lakeland, Florida.

([PRWEB](#)) October 3, 2004 - Matthew Williams will be joining Michael Holley Kia in Lakeland, Florida as a car salesman. "I don't want to be called a salesman because that makes people think of someone trying to trick or manipulate them," says Matt Williams, "I would rather be called a Sales Consultant because I am not out to trick or manipulate anyone into buying a car." Matt Williams also says, "I am new in the automotive business but with great customer service and continued training in automotive sales I can make it."

Matt will be going through training using a nonmanipulative method of selling. This is known as the Contrarian Method of Selling developed by Mark Tewart of Tewart Enterprises, Lebanon, OH.

Why sell Kias? "Kia is a brand that is on the rise. They are one of the fastest growing automotive brands in America. I believe in the future these automobiles will definitely be right there with, if not ahead of other foreign and domestic brands, and I will be right there with Kia when it happens. I am in it for the long haul."

Matt is excited about his new career, "this is very different from working in a warehouse." Matt likes talking to people but more importantly he says he, "will listen to his clients." I read a book and it stated, "Customers don't care how much you know they want to know how much you care."

Matthew Williams has a Bachelors of Science Degree in Business Management. Matt is a native Floridian and proud of it.

Michael Holley Kia is located at 916 N Massachussetts Avenue Lakeland Florida 33801, 863-904-1170. Michael Holley has been in business for three years. Michael Holley also has a Chevrolet dealership in Lakeland.

Mark Tewart is president of Tewart Enterprises Inc. sales and management training companies. He has more than 20 years in the automotive retail industry.

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